

Riding the dream train

They all had a dream and a song to sing. Successful people share their dreams and their strategies to turn them into reality

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Great dreams motivate people to take action. The strength of the dream galvanizes them. And that alone is, nine times out of ten, enough. Dream big they say but we say dreams are stuff that great results are made of. A Parisian graffiti said — 'Be Realistic — Do the Impossible'. Call it a dream or an aspiration, if you see it, you must seize it. Let's peek into some big dreams:

RAMESH VANGAL, Chairman, Katra Group, 57 years

When Ramesh led PepsiCo's entry into India, one ad campaign changed its fortune — *Yehi Hai Right Choice Baby Aha!* — this was more than they had dreamed of. It even became the basis of a Harvard Business School case study. "We worry so much of the negatives. The thing about dreams is that they have to be with context. Dreams without context can be called fantasies. Dreams without pride in oneself cannot be realised," says Vangal.



My Dream: As a kid I dreamt of being a fighter pilot. Today, I dream to unleash the power and potential of rural India. How to bring them to a sustainable level is what I dream of.

My Way: Remember that when you make small changes to big things, there is an incremental change but when you make big changes to big things, you create a revolutionary transformation. Dream of making big changes to big things.

KISHORE BIYANI, CEO, Future Group, 49 years

This man changed the face of retailing in India. With innovative discount hypermarkets that cater to even the lower income group, he was the catalyst of change in the way the common people of India shop.

The face behind Big Bazaar happens to be the face behind a million dreams. "The difference

between animals and human beings is that we have dreams and we use our imagination to realise them. We need to create thought and knowledge leadership and meet the aspirations of the youth," says Biyani.

My Dream: As a youngster, I dreamt of doing something that should have an impact on a million people. Even today,

this is my dream.

My Way: Believe in yourself. Use your imagination to solve problems. More than the dream, the journey to realise the dream is exciting. Forget about the result, just work towards the dream with the best of your capabilities.



BHAGYA RANGACHAR, Founder, Children's Lovecastles Trust (CLT)

After working in the US as a software professional for 20 years, Bhagya decided to give it up for a cause. By leveraging the power of technology to give better access to learning opportunities for children in underprivileged schools, Bhagya and CLT have been instrumental in bringing about a change. "In the 21st century, there is still a difference in the kind of education offered. We must help these young children realise their potential," says Bhagya adding that, "it takes a child to raise a village."

My Dream: I dream to create equal opportunities in the society across lands. No need for one to run from rural to urban areas. I dream to create children who are well equipped with knowledge. I dream to create opportunities because then I can create more dreams in others.

My Way: Don't be disconnected from the people living the other side of you. There is nothing new about dreams but the scale of realisation is different. Realise your dreams, start small, don't worry too much and let your dream grow on the strength of your conviction and commitment. Be single minded in accomplishing your dream.

BRUCE NUSSBAUM, Founder, of Innovation and Design online channel, Prof of Innovation and design at Parsons, 63 years

A chance encounter with a small child running down the aisle of the plane with an extremely innovative toy led Bruce Nussbaum to change his tracks from being a journalist to wanting to innovate. He now blogs, tweets and writes on innovation, design thinking and creativity apart from leading workshops, a recent one being at the World Economic Forum in Davos, Switzerland. "Call me impatient or curious but these two factors have led me from one thing to the other. When I was in my 20s, I looked at the world map and saw how far I could go from where I lived and I chose India. But that year, everyone seemed to be heading there and so I went to Philippines. Eventually I landed in the country which I had always felt had answers," says Bruce.

My Dream: I always dream of leading an interesting life. This dream led me away from the area that I grew in and seek out different things.

My Way: Take the dreams that you have and harness them into reality. When I was young, the area where I grew up, there were just two options for boys — a cop or a fireman and for the girls the options were teaching or nursing. For me that wasn't enough. I decided to try my luck in doing what I like and that led me to journalism. I questioned the norms and turned my dream into reality.



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» CONTINUED ON PAGE 27